

Young Women in Public Affairs (YWPA)
Report for Oct 2013 Conference
submitted by Laura Stamp

Increase number of clubs offering the award

Goal: The number of clubs submitting a candidate for the district YWPA Award will go from 9 to 10 in 2013 and from 10 to 12 in 2014

The 2013 Goal was achieved with 11 submissions.

The 2014 Goal is 12 submissions.

Benefits: A real number is better than a percentage to set and measure a meaningful goal.

Actions completed in 2013:

- A list of all presidents and clubs was obtained
- A list of the nominees from past two years was obtained
- A reminder to get applications in was sent to all club presidents
- An e-mail to AD's was sent to encourage their clubs to start a YWPA
- A committee was formed to judge and select district winner
- A district winner was selected

The District winner is Miss America Jocelyn Juarez, recommended by the Zonta Foothills Club of Boulder.

- The district winner was announced and all forms sent to ZI

The D12 recipient was not selected.

Actions to be completed in 2014:

- Update the list of all presidents and clubs
- Look at all clubs who do some kind of local scholarship and encourage them to convert or add a YWPA (info from Annual Reports)
- Send an e-mail to AD's to encourage their clubs to start a YWPA
- E-blast a reminder to get applications in by deadline
- Form a committee to judge and select district winner
- Select and submit district winner

Promote the award to the clubs

Goal: By Jan 1st, Update YWPA information on the D12 website, post names of clubs that offer a YWPA award and dates applications are due

Goal: By Jan 1st, Post names of past YWPA recipients on D12 website

Goal: By May 1st, update website with new recipient

Goal: Ongoing, Communicate to clubs when updated YWPA tools are available at ZI website

Benefits:

- It would be good to have a concise list of which clubs in our district actually do a YWPA which is easily accessible on the D12 website so that clubs considering starting a YWPA could know where to get real feedback

- As this list grows, you'll know clearly whether or not the number has increased.
- It's great PR and rewards those clubs for their efforts.

Actions completed in 2013:

- An article about the YWPA was published in the D12 newsletter
- A letter of appeal that included all of the benefits of a YWPA to clubs was sent to all club presidents
- Reminders were sent to all clubs
- A concise plan for setting up a YWPA was created and sent to all clubs

Actions to be completed in 2014:

- Compile all of this information into a concise entry for the new D12 website and submit to Susie Nulty.

In 2013, the following suggestions were made to the D12 PR committee to include the YWPA in their goals:

1. Increase organizational visibility through more extensive PR efforts

YWPA inclusion in PR indicators:

PR committee, please include in the standardized templates for PR purposes:

- a press release that can be used by clubs to recruit YWPA applicants
- a press release that can be used by clubs to announce their YWPA winner

2. Develop a plan for news media involvement

PR committee, please include

- the promotion of the YWPA – perhaps option to interview winners on TV
Promote the district winner in at least 2 news media outlets by June 1st

3. Increase use of social media tools

PR committee, please include in this plan the use of social media such as facebook and twitter to promote the YWPA to teens

For Example: Ensure at least 2 clubs post their application date/process on their Facebook pages by January 1st, and post their club's winner information on their Facebook pages by May 1st